



ASHG Industry Event Sponsorship Process

How to Apply to Host a Sponsored Session at an ASHG Annual Meeting

ASHG recognizes that meeting attendees seek to maximize their networking opportunities and fulfill their professional responsibilities while at a location with so many of their colleagues. Space will be available during the ASHG Annual Meeting for companies to host events at either the convention center and/or official ASHG host venues. Sponsoring companies plan the content of each session, subject to application and approval by ASHG, and manage all speakers, services, orders, and logistics.

Industry and ancillary events are not permitted to overlap scientific programming schedules, in order for ASHG to meet our CME accreditation requirements. Applications and deadlines may be found on the Annual Meeting website.

Step 1: Choose Your Event Type

CoLab Sessions: These “collaborative laboratory” sponsorable sessions run 30 minutes long and are held in theater setups (open on all sides) on the Exhibit & Poster Hall floor during scientific session breaks, the midday break, and during poster presentations. Examples of these sessions may include:

- Product theaters
- Software-based demonstrations
- Patient perspectives
- Fireside chats

Each CoLab Theater includes a basic AV package and seating for up to 75 people, meaning these sessions are turnkey: just show up with your presentation on a USB drive and present! Many first-time event organizers and pros alike choose to sponsor a CoLab session, as it offers the lowest cost and the least logistical impact.

Industry Education Sessions: These sponsorable sessions run up to 60 minutes long during the midday break and poster presentations over the open Exhibit & Poster Hall dates for the Annual Meeting. All Industry Education sessions will be held in separate, dedicated session rooms away from the exhibit hall and will include basic furniture in either theater or classroom setup. Presentation examples include the types noted above, and these events are also well-suited for:

- Panels discussions
- Workshop-style discussions
- Extended Q&A sessions
- Patient perspectives
- Software and physical product demonstrations

There are no services included with the sponsorship fee for Industry Education sessions (such as wifi, A/V, catering, etc.), and everything must be ordered separately by the sponsoring company. Room set changes are not permitted. See the “Step 3: Order Onsite Services” section later in this guide for details.

Full rules and guidelines may be found on the ASHG Annual Meeting website. Due to limited availability, ASHG will only program one midday industry event per company per event type. Exhibiting companies at the Annual Meeting receive preference for scheduling events and they also pay lower fees. **ASHG does not offer sponsorable main schedule or keynote speaking opportunities.**

Exhibitors do not receive additional badges for reserving sponsored events in addition to their booth space. Non-exhibiting companies (companies with no commercial booth, e.g. 10' x 10' or larger) receive 1 scientific badge and 2 exhibitor badges per reserved event.

Step 2: Apply for a Speaking Slot

All interested companies must fill out a purchase form for each event they are interested in hosting and for each event type, which will be posted on the Annual Meeting exhibits webpages. Registered exhibitors receive scheduling preference and discounted pricing for hosting industry events in conjunction with their 10' x 10' or greater booth rental. Pricing is listed in the exhibitor prospectus.

- The timing and availability of industry events (plus rentable exhibitor meeting rooms) are determined once our main programming schedule and rooms are assigned by our Programming committee.
- Unlike our scientific abstract submissions, there is no formal review or approval process for commercially sponsored content. The request form is more of a tracking item so we know which companies have requested which session type and under what general topic. All sessions are scheduled in the order in which the request is received, subject to current availability, and is billed at the time of scheduling.
- Session topics and content may be placeholders/TBD in the purchase form; there will be a chance to submit full session information later.
- To promote a fair opportunity for all interested companies to present their content, ASHG will generally schedule two sessions per sponsoring company per event type, until all requests are processed. If there are still slots available once all requests are processed, then additional requests from companies will be accepted.
- Non-exhibiting companies (companies with no commercial booth, e.g. 10' x 10' or larger) may sponsor no more than two industry events (at a higher non-exhibitor rate).

Step 2: Confirm and Pay for Your Session

Upon scheduling, the sponsoring company will receive notice of the approved event with its scheduled day/time/location as well as an updated invoice with the event charge. As a billing courtesy, the sponsoring company will have one week (5 business days) to reject the session or request a reschedule or room change (pending availability); after that window, each company will be billed for the appropriate session type and the order will be subject to our cancellation policy and deadlines per our exhibitor rules and regulations.

Step 3: Order Onsite Services

Now is your chance to order extra services such as lead retrieval, catering to attract attendees with lunch over the midday break, and more!

Here are a few common questions we receive about event services; additional information and questions for each event type are available on our Annual Meeting exhibits webpages.

- The CoLab Theaters include a basic AV package that includes a monitor, a Windows laptop, a podium with one microphone, and one floor standing microphone for audience questions. No other services (i.e. wifi) or logistic support are provided for CoLab sessions.
 - Due to the tight scheduling, sponsoring companies may not order any services (such as catering, extra AV equipment, other furniture, etc.) for also any sessions held in CoLab Theaters. The only exception to this rule is lead retrieval services, as this is done on a handheld item and comes connected to an individual exhibit staffer, rather than something being delivered or installed.
 - Presenters must bring their presentations loaded onto a USB drive to plug into the laptop for static presentation purposes only (no live streaming or web browsing).
- ASHG does not provide any services or logistic support for Industry Education sessions. The sponsoring company is responsible for ordering all onsite services, securing meeting badges and travel arrangements for all speakers and guests, etc.

When ordering services, be aware that service providers may have different deadlines for ordering services at discounted prices – pay close attention to these order forms to get the best rates!

Step 4: Promote Your Event

Each approved session receives a basic listing on our online planner and mobile app, and basic room listings on applicable onsite signage, if available. There will be a deadline for submitting the complete session information and a cutoff date for accepting any later changes.

ASHG does not provide any other marketing in relation to these events; for advertising options, please visit the ASHG Annual Meeting website or contact exhibits@ashg.org for pricing and availability. We have many great ad offerings in ASHG emails as well as partnerships for banner ads and push notifications on our mobile app, among others!

Sponsoring companies are allowed to bring in your own limited signage onsite to promote your event while it's happening (such as a pop-up banner) and must be taken down/removed once the session is complete; only paid ads or sponsorship items (such as meter board signs or wall decals provided by the official services contractor) can stay out longer than the session window itself.

Step 5: Present Your Event

Make sure your service orders are in place and that your speakers bring their presentations and laptops on the day of the event – and have a great session!

Questions?
Exhibits@ashg.org